

Training & Education

Expert Solutions for P-O-P and
Shopper Marketing Excellence.

vCourses

eCourse

Shopper Marketing Foundation Course

Masterclass Series

Sustainability Masterclass & Essentials

Bespoke Training Courses

Online Sessions



POP AI Academy

Recognising industry knowledge

The POPAI Academy is the ultimate destination for professionals looking to excel in the world of shopper marketing, P-O-P, sustainability, and retail display. Whether you're seeking to sharpen your skills, stay ahead of industry trends, or achieve Accredited status, our diverse range of training courses and events will help you get there.

On completion of POPAI Academy Accreditation you will be able to proudly display your Accreditation Badge on your CV and LinkedIn profile to publically acknowledge your commitment and level of knowledge within the industry.

How it works

As a POPAI Member, every time you complete a POPAI training course, sit one of our eCourses, or attend an event, you'll earn "Academy Points" in recognition of developing your knowledge.

When you reach 24 points in a 24-month period, you'll receive POPAI Academy Accreditation in recognition of your commitment to professional development and building industry knowledge.

After this you can continue your learning to achieve advanced status:

- Silver Status: Extra 20 points (total of 44) in any period of time.
- Gold Status: Extra 20 points (total of 64) again with no time limits.

What do you receive?

All those who receive POPAI Academy Accreditation will receive:

- A certificate of Accreditation
- A digital Accreditation badge to use on LinkedIn and personal portfolios
- Public announcement at a POPAI seminar and on the POPAI LinkedIn page (with tag)
- Yearly email with an update of their total Academy Points

What is eligible?

POP AI Academy points are available from the following:

- Full day course = **16 points** (e.g Shopper Marketing Foundation Course, masterclass, bespoke training)
- Half day course = **10 points** (e.g. masterclass, sustainability, bespoke training)
- vCourse module = **1 point** (total of 8 points available)
- Full day conference = **10 points** (20 points available per year e.g. Retail Marketing Conference, Impact Sustainability Summit)
- Half day seminar = **4 points** (20 points available per year e.g. Shopper Seminars)



vCourses

Unlock the power of shopper marketing with this practical series of video courses designed by POPAI to build your expertise from the ground up.

With our flexible 20–30 minute video courses, you can learn anytime, anywhere – at your own pace, with instant access, progress tracking, and no travel time or costs.

Each module is packed with practical tools and insights to help you influence decisions, drive conversion, and deliver growth.

The Shopper

Understand the behavioural science, motivations, and decision-making triggers that influence shoppers at the point of purchase.

Shopping and the Shopper Journey

Explore the evolving shopper journey and learn how to influence decisions across every touchpoint and channel.

The Role of Shopper Marketing

Discover how shopper marketing connects brand strategy with purchase behaviour to drive conversion and engagement.

Shopper-led Design

Learn how behavioural science and creative design principles can improve shopper engagement and influence action in-store.

Shopper Marketing Planning

Build structured shopper marketing plans that align business objectives with shopper behaviour and conversion opportunities.

Customer Engagement

Develop stronger retailer relationships through insight-led selling, collaboration, and customer-focused planning.

Measurement and Evaluation

Learn how to measure campaign performance, track ROI, and use data to optimise future shopper marketing activity.

Strategy and Vision

Understand how to create and implement a clear shopper marketing strategy aligned with wider business and category goals.

Find out more about our vCourses:

www.popai.co.uk/training/vCourses | +44 (0)1455 613 651

eCourse

Learn Shopper Marketing in Just One Hour

Build your understanding of shopper marketing with POPAI's flexible online eCourse. Designed for busy professionals, this entry-level course provides a practical introduction to one of the most important areas of modern retail strategy, helping you learn anytime, anywhere and at your own pace.

Understand the Fundamentals

Through engaging online learning and built-in assessments, you'll explore the fundamentals of shopper behaviour, the shopper journey, and how brands influence buying decisions across in-store and online touchpoints. The course also covers the key principles of shopper marketing planning, execution, and measurement, giving you a clear understanding of how insight-led campaigns drive conversion and measurable results.

Flexible Learning, Instant Access

Ideal for beginners, marketing professionals, and anyone looking to strengthen their retail knowledge, the course can be completed in approximately one hour with instant access and no travel required.

POPAI members can enjoy unlimited, company-wide access to all the eCourse for a 12-month period for just £750.

Find out more about our eCourses:

www.popai.co.uk/online-courses/eCourses | +44 (0)1455 613 651

Shopper Marketing Foundation Course

A one-day, interactive session exploring the shopper and best practice P-O-P.

From better understanding today's shopper to improving P-O-P effectiveness, this course offers practical, real-life best practices you can implement immediately.

Sessions are led by POPAI's senior leadership team, with supporting learning materials included.

Context : Shopper and in-store

A deep dive into the key aspects of shopper behaviour that define how shoppers engage at the point of purchase and what drives their decision-making.

Shopping and the shopper journey

Exploring the shopper journey and path-to-purchase model, and impact of evolving shopping habits, connected shopper experience and the role of technology.

Role of P-O-P

A review of the primary and secondary role of P-O-P within the shopper marketing framework, and the opportunities to inspire shoppers wherever they are on the in-store journey.

Shopper-led design

Exploring key visual and P-O-P design, including message hierarchy, call to action and practical design considerations.

Shopper-facing digital tech

An overview of digital technologies and innovation and how, alongside physical touchpoints, they can engage the shopper along their journey.

Sustainability considerations

Looking at how sustainability considerations can have influence retail display thinking, the role of sustainable design principles and best practice in the design, manufacture and end-of-life P-O-P display.

Stakeholder management

Understanding the role of stakeholder management and operational considerations to maximise return on spend, effectiveness and efficiency to ensure best practice standards throughout the design, production and implementation of P-O-P.

Commercial metrics

Setting balanced KPIs and performance indicators to determine the impact of P-O-P campaigns on the shopper, including customer, category and brand objectives, shopper objectives, compliance reporting and sustainability reporting.

"The course gave me a great grounding for my new role. The emotional insights around why and how we make shopping decisions was fascinating and the information on ROI was really helpful."

- Shopper Marketing Manager, Valeo



Find out more about our training courses:
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Masterclass Series

A suite of industry-focused training modules that can be curated and tailored in any combination to suit individual company's requirements and delivered at your offices.

Available in half-day and full-day configurations to suit your requirements!

Context : Shopper and in-store

A deep dive into the key aspects of shopper behaviour that define how shoppers engage at the point of purchase and what drives their decision-making.

Shopping and the shopper journey

An overview of the shopper journey and path to purchase model, the impact of evolving shopping habits and connected shopper experience.

Role of P-O-P

A review of the primary and secondary role of P-O-P within the shopper marketing framework, and the opportunities to inspire shoppers wherever they are on the in-store journey.

Shopper-led design

Exploring key visual and P-O-P design, including message hierarchy, call to action and practical design considerations.

Shopper strategy and vision

An overview of developing and implementing a shopper marketing strategy and vision, determining where to play and how to win, as well as the actions required to successfully deploy the strategy and establish the shopper marketing vision.

Digital

An overview of digital technologies and innovation and how, alongside physical touchpoints, they can engage the shopper along their journey.

Cut-through executions

Understanding the importance of creating stand out creative for maximum shopper impact and maximising cut-through, and a review of excellent P-O-P executions.

QR codes

An overview of the resurgence of the QR code and 4Ps for best practice.

Stakeholder engagement

Understanding the role of stakeholder management and operational considerations to maximise return on investment, effectiveness and efficiency to ensure best practice standards throughout the design, production and implementation of P-O-P.

P-O-P Procurement

Procurement for non-procurement professionals. A summary of what a shopper marketer needs to know about agency roster management and reporting, sourcing strategy, IP and contract management, budgeting and cost efficiencies and innovation and continual improvement.

Awards best practice

A guide to creating a clear and compelling POPAI Award Entry; entry criteria, the judging process, judging criteria, case study and photos top tips, what the judges are looking for.

Measurement and evaluation

An overview of the role of measurement in the shopper marketing framework, learning what works and what doesn't work, to drive uplift and ROI, including measurement methodologies, control store selection and developing best practice.

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Sustainability Masterclass

A one-day, interactive session exploring sustainability within P-O-P and print.

Gain the knowledge and insights needed to navigate the complex world of sustainability, empowering you to make informed decisions and drive positive change within your organisation. The retail and display industry has a significant role to play in reducing consumption and managing waste responsibly and through this workshop, you will acquire the tools and understanding necessary to make a positive impact, differentiate your projects, and meet the expectations of an increasingly environmentally conscious world.

During the course of the session, we will cover a range of important topics, including:

The Evolving Sustainability Landscape

Discover why sustainability matters, explore the industry's key challenges, understand the difference between CSR and ESG, and be inspired by global retail pioneers who are leading the way. Additionally, gain insights into the latest trends regarding shopper attitudes towards sustainability.

The Three 'L's & Accreditations

Explore the various legislation, logos, labelling and accreditation schemes that can effectively showcase and communicate your sustainability credentials and commitment.

Beyond 'Greenwashing'

Learn how to avoid misleading sustainability communications and establish meaningful sustainability initiatives and targets that align with your organisation's values.

The 6 Key Principles of Sustainable Print & POS

Dive into the essential principles of sustainable design, material specification, supply chain partners, manufacturing, packaging and logistics, and end-of-life options, including refurbishment, re-use, and recycling.

The Importance of Measurement

Understand the significance of measuring CO2 emissions, including an overview of Scope 1, 2, and 3 emissions. Discover why measurement is crucial, learn how to measure, and explore strategies for improvement.

Looking into the future

Explore upcoming trends and innovations on the sustainability horizon, including new technologies that can support your sustainability journey.

"POPai delivered an engaging one-day workshop, helping our staff and clients explore the key aspects of sustainability within the retail POS environment. The team presented an informed, tailored and entertaining session inviting questions and discussion which made the whole day very relaxed, inspirational and ultimately memorable."

- Director, Impression

 **impression**

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Sustainability Essentials

A half-day, introductory session exploring sustainability within P-O-P and print led by industry experts.

The perfect introductory workshop into sustainability for the retail and display industry. Attend this Essentials workshop to bridge knowledge gaps, reinforce current understanding and be empowered to have purposeful and positive conversations about sustainability with your colleagues, clients and key stakeholders.

During the workshop, you will cover a range of key topics:

The Evolving Sustainability Landscape

Discover why sustainability matters, explore the industry's key challenges, understand the difference between CSR and ESG, and be inspired by global retail pioneers who are leading the way.

The Three 'L's & Accreditations

Explore the various legislation, logos, labelling and accreditation schemes that can effectively showcase and communicate your sustainability credentials and commitment.

Beyond 'Greenwashing'

Learn how to avoid misleading sustainability communications, a range of new definitions and discover examples of the good, the bad and the ugly.

The 6 Key Principles of Sustainable Print & POS

Discover the essential principles of sustainable design, material specification, supply chain partners, manufacturing, packaging and logistics, and end-of-life options, including refurbishment, re-use, and recycling.

The Importance of Measurement

Understand the significance of measuring CO2 emissions, including an overview of Scope 1, 2, and 3 emissions. Discover why measurement is crucial, learn how to measure, and explore strategies for improvement.

"Our sustainability training day was a very engaging, valuable session that the whole team thoroughly enjoyed, so thank you so much!"

– Group Account Director, Once Upon a Time

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Bespoke Training Courses

Full and half-day courses delivered at your offices or online.

Our bespoke training packages are designed for up to 20 people, with a wide range of topics and mix-and-match modules including:

Shopper marketing vision, strategy and planning

How to set up for success, creating a 'shopper plan on a page' to align with the company's strategic vision.

Sustainable P-O-P design

Exploring the influences that sustainability considerations can have on retail display thinking, how different design principles affect the design process and best practice methods in the design, manufacture and end-of-life of P-O-P display.

The shopper

A deep dive into the key aspects of shopper behaviour that define how they engage at the point of purchase and what drives their decision-making.

Testing and research

An overview of qualitative and quantitative research techniques to assess and validate the shopper plan.

Maximising shopper impact

Developing stand-out creative for maximum shopper impact and cut-through. Includes a review and analysis of Award-winning P-O-P executions.

"An insightful and creative shopper masterclass! It was invaluable for us to train new members of our team and strengthen existing knowledge. The science behind shopper marketing and examples of best practice was particularly enjoyed and provoked plenty of inspiration and discussion within the creative team. The learnings will be used across our existing client portfolio and to bolster new business opportunities."

- Account Director, Multiply



"The training provided by POPAI was incredible! A great day of fascinating insights on everything from the shopper journey, to the role of POS, and brilliant examples of cut-through execution. The team found it very valuable, and we often refer back to the material. Would strongly recommend to anyone in the shopper marketing space."

- Co-founder, Activation



Find out more about our full range of modules:

www.popai.co.uk/training | +44 (0)1455 613 651

Online Sessions

A series of short 1-hour sessions covering key sustainability topics:

- The changing landscape of sustainability
- The 6 key principles of sustainable P-O-P and print
- Sustainable design for retail display

Price on application, contact us for more information: info@popai.co.uk

"Our team thoroughly enjoyed the online Sustainability Workshop. It was both engaging and packed with valuable information on sustainable practices. The interactive Q&A session was especially helpful, giving us the opportunity to ask specific questions and gain further insights. It was a fantastic and informative experience overall!"

– Creative Director, Hewitt & Associates (H&A) South Africa



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